

In the Claims

This listing of claims will replace all prior versions and listings of claims in the application:

1 1. (Original) A system for user recognition and customized  
2 content provisioning, the system comprising:  
3 a data acquisition device for acquiring data related to a user  
4 without active user input or participation, the device including a  
5 sensor located therein; and  
6 an apparatus capable of presenting customized content to the  
7 user, the customized content being related to the acquired data  
8 related to the user.

2 to 9. (Canceled)

1 10. (Original) An apparatus for content provisioning comprising:  
2 means for acquiring data related to a user without active user  
3 input or participation, the means for acquiring data including a  
4 sensor located therein; and  
5 means for presenting customized content to a user in response  
6 to parameters associated with recognition of the user.

11. (Canceled)

1 12. (Original) A television system comprising:  
2 a sensor capable of acquiring data related to a user without  
3 active user input or participation;  
4 a processor communicatively coupled to the sensor, the  
5 determining characteristics of the user based upon the acquired  
6 data; and  
7 a display providing content to be viewed by the user, the  
8 content being customized for the user based upon the  
9 characteristics determined by the processor.

1 13. (Previously Presented) The television system of claim 12  
2 wherein the sensor is embedded in a remote control device, the  
3 remote control device having a plurality of control keys capable of  
4 providing signals to control the display and having a fingerprint  
5 sensor embedded in one of the control keys.

14 to 18. (Canceled)

1 19. (Original) A method of providing customized content to a user,  
2 the method comprising:  
3       collecting user data without active identification measures by  
4 the user;  
5       determining characteristics of the user from the collected  
6 user data; and  
7       providing customized content to the user based upon the  
8 determined characteristics.

20 to 28. (Canceled)

1 29. (Previously Presented) A remote control device comprising:  
2       a housing;  
3       electronic circuitry disposed within the housing;  
4       a signal transmitter disposed within the housing;  
5       a plurality of control keys disposed on an outer surface of  
6 the housing, at least some of the control keys operable by hand;  
7 and  
8       a fingerprint sensor embedded in one of the control keys.

30 to 32. (Canceled)

1 33. (Currently Amended) The device of claim ~~28~~ 29 wherein:

2 the control keys include at least some control keys disposed  
3 in a thumb actuated cross configuration; and  
4 the fingerprint sensor is integrated within a middle portion  
5 of the thumb operated cross configuration.

1 34. (Currently Amended) The device of claim ~~30~~ 29 wherein:  
2 the control keys include an activation key operable to  
3 activate the remote control device; and  
4 the fingerprint sensor is embedded in the activation key.

35 and 36. (Canceled)

1 37. (Previously Presented) The system of claim 1 wherein the data  
2 acquisition device comprises a remote control device having a  
3 plurality of control keys and a fingerprint sensor embedded in one  
4 of the control keys.

38 to 40. (Canceled)

1 41. (Previously Presented) The apparatus of claim 10 wherein the  
2 means for acquiring data comprises a remote control device having a  
3 plurality of control keys and a fingerprint sensor embedded in one  
4 of the control keys.

42 to 44. (Canceled)